

SOC 4-01 6) Television News, Inc.

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Executive Registry

113-21706/1

TELEVISION NEWS INC.

SUITE 2100  
10 COLUMBUS CIRCLE  
NEW YORK, N.Y. 10019  
(212) 582-6666  
CABLE: NEWSERVE NEW YORK

May 29, 1973

Lt. General Vernon A. Walters  
Deputy Director CIA  
Washington, D. C. 20505

Dear General Walters:

On May 14, 1973 Television News, Inc. inaugurated a television news service to television stations and cable systems throughout the United States. This is the first time in the history of television that a company, other than the three national networks, has provided on-line, same day newsfilm to the industry.

We felt that this event and information regarding our service would be of interest to you. With this in mind, I am taking this opportunity to enclose a brochure which describes the who, what, when and where of our organization, as well as a list of stations throughout the country that are working with us in our initial start-up period.

Your interest is greatly appreciated.

Respectfully,



John O. Gilbert  
President

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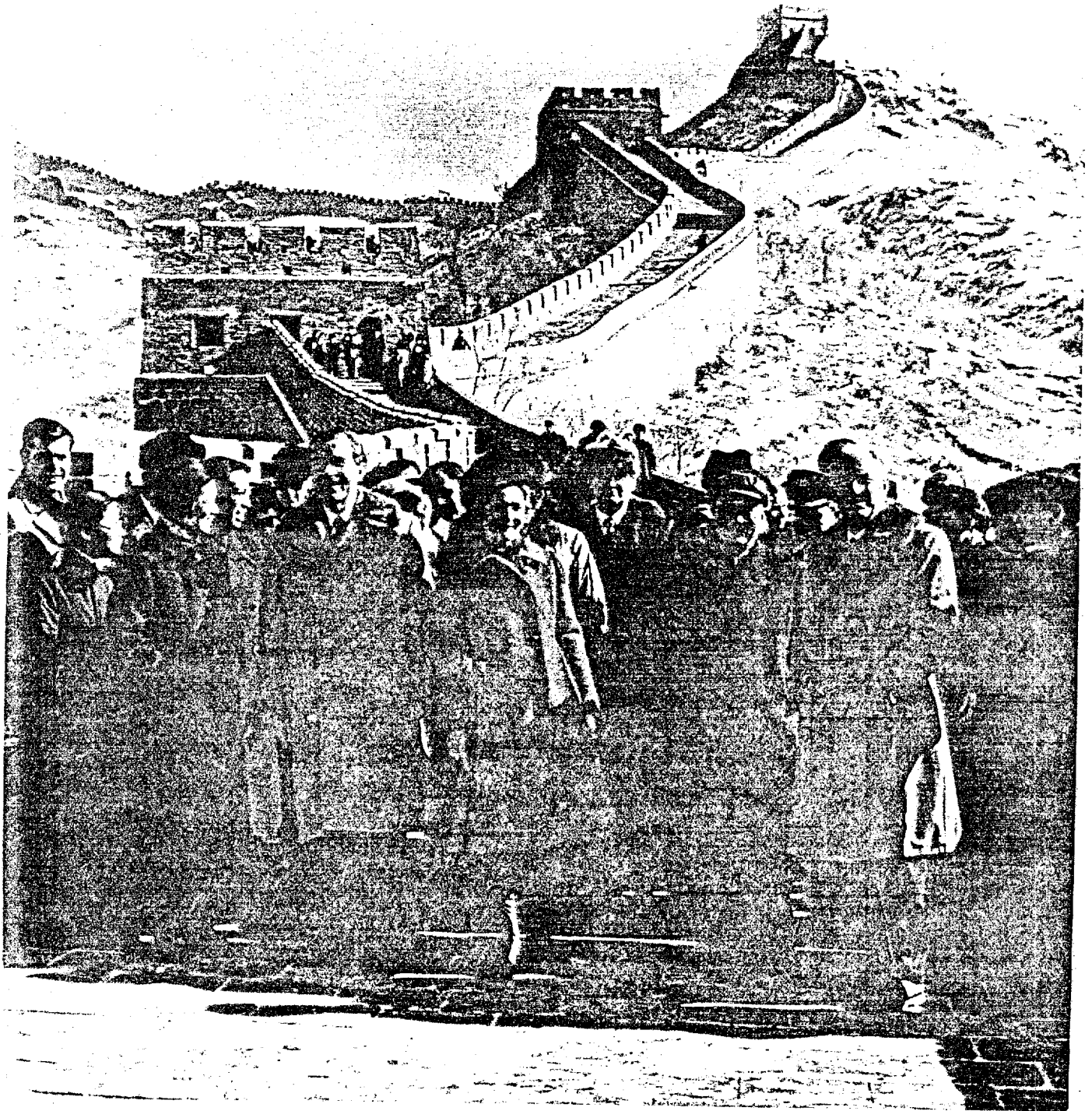
## STATIONS PARTICIPATING IN TVN'S START-UP

### Affiliates

WBZ	Boston	(NBC)
WGR	Buffalo	(NBC)
WBTV	Charlotte	(CBS)
WKRC	Cincinnati	(ABC)
WEWS	Cleveland	(ABC)
WTVN	Columbus	(ABC)
WFAA	Dallas	(ABC)
WJBK	Detroit	(CBS)
WWJ	Detroit	(NBC)
WHAS	Louisville	(CBS)
WTMJ	Milwaukee	(NBC)
WCCO	Minn./St. Paul	(CBS)
KSTP	Minn./St. Paul	(NBC)
WVUE	New Orleans	(ABC)
KGW	Portland	(NBC)
WJAR	Providence	(NBC)
KSL	Salt Lake City	(CBS)
KUTV	Salt Lake City	(NBC)
KIRO	Seattle	(CBS)
WTOP	Washington	(CBS)

### Independents

WFLD	Chicago
WGN	Chicago
KWGN	Denver
WKBD	Detroit
KTLA	Los Angeles
KTTV	Los Angeles
WCIX	Miami
WTCN	Minn./St. Paul
WNEW	New York
WPIX	New York
WTAF	Philadelphia
KPHO	Phoenix
KTVU	San Francisco/Oakland
KTNT	Seattle/Tacoma
WTTG	Washington



**This story could be  
on your early evening news  
the same day.**

Independents and affiliates alike have wanted another source of TV newsfilm for years — ideally a daily electronic feed of the top national, international and sports stories of the day, in color.

This is exactly the service that Television News, Inc. now offers broadcasting outlets in the United States.

The local television news director has complete access to the major news of the day. He can pick and choose whatever stories are most appropriate for his audience. And produce news programming second to none.

**Station management** can boost ratings, get more advertising revenue, and better fulfill the true intent of the "prime time access" rule.

**The public** benefits from enormously wider coverage and exposure to newsfilm not otherwise available.

To offer all this, Television News, Inc. has brought together the largest newsfilm organization in the world (Visnews), our own news bureaus in the United States, audio and video transmission facilities and a staff of news and broadcasting professionals.

#### **Daily electronic feed**

Monday through Friday, news stories will be transmitted to subscriber stations over leased audio and video lines at 5PM, Eastern time. Included will be a feed from Television News, Inc. news bureaus in New York, Chicago, Washington, D.C. and Los Angeles.

The daily transmission will consist of thirty to forty minutes of newsfilm. A typical day's feed will cover approximately fifteen stories, each story lasting about ninety seconds. Normally, the feed will consist of 10-12 domestic stories, including 3 sports, plus 3-5 foreign stories.

Subscribers will record the daily feed on videotape. They can then select those stories of greatest interest to their area — as many as they like — for inclusion in their locally produced news programming.

#### **Story preview by TWX**

Around 1PM each day, a tentative lineup of the day's top stories will go out to subscribers by TWX. A final lineup will be transmitted about 4PM, along with suggested lead-ins, cues, timing, super information and scripts where necessary. These advance transmissions

will allow station management to anticipate what's coming — story subjects, length, sequence, etc. — and to start planning which stories to use.

#### **Your identification goes on the newsfilm**

Once you record a story on video tape, you may then broadcast it as part of your own news programming.

There will be no anchorman or anyone speaking for Television News, Inc. Narration will be used only where appropriate, such as for interviews and enterprise stories.

Consistent with this policy individual stories will be transmitted without supers, logos or other identifying visual inserts, except that material originating from government or industry will be identified as such.

#### **Makes your news programming second to none**

Just about every station now has a problem with news programming.

Affiliates have limited access to the top news events of the day prior to the showcase network program, and the same goes for sports. Also, there is a problem with limited material which forces repetitive use of stories.

Independents have little or no access to same-day newsfilm on national events and sports, to say nothing about international stories. The result is either news programming that is less than totally comprehensive, or avoidance of locally produced news altogether.

Television News, Inc. changes this. It provides a large quantity of news and sports stories on a same-day basis, and at relatively low cost. It puts locally produced news programming on an equal footing with anybody, anywhere.

#### **Allows you to fulfill the true intent of the "prime time access" rule**

With the service which Television News, Inc. offers, it suddenly makes financial sense to expand or institute locally produced news programming.

In effect, you get an alternative to syndicated programming in the early evening — and an opportunity to fulfill the true intent of the "prime time access" rule. Certainly the Television News, Inc. service costs less than much syndicated programming and can dramatically enhance the image of the station.

### **Helps you get more total revenue**

With a first-rate news product, you can upgrade your rate structure and increase your overall advertising revenue.

You also get certain indirect benefits in terms of the public interest and originating programming requirements of your license.

### **Solves newsfilm repetition in your programming**

Today, stations do not have enough material to take them through the early evening news, the late evening news, the early morning news, and the mid-day news. Inevitably, a high degree of repetition results, which can lead to lack of audience interest, lower ratings and fewer dollars. The Television News, Inc. service is a solution to this problem.

### **Allows tie-ins between national issues and local action**

An important part of the Television News, Inc. service will be enterprise reports on key national issues such as urban renewal, revenue sharing, public welfare, medicare, etc.; also, on major international issues, such as dollar devaluation, which affect the United States.

These will be covered so as to give stations the greatest opportunity to seek out and report local action and to tie the coverage together in a highly professional report.

### **Largest newsfilm organization in the world works for you**

International coverage will be furnished by Visnews, Ltd., the largest and one of the most respected international newsfilm agencies in the world. With over 400 cameramen in the field, and with well over 150 subscribers in 86 countries, Visnews has a superlative reputation for news gathering.

The company is particularly well known for its devotion to impartiality. As testimony to this attitude, Visnews not only has subscribers in virtually every country of the Western world, but in countries of every shade of political and religious belief.

The very nature of the Visnews organization acts as an added spur to impartial, professional news gathering. According to the charter of the company, all income above expenses goes directly into improvements in the news service.

As the source of international newsfilm for Television News, Inc., Visnews coverage of world events will be sent to the U.S. by air express and, where appropriate, by satellite.

### **Same-day news and sports coverage throughout the nation**

National coverage of news and sports will be supplied by our own news bureaus in the key cities of New York, Washington, D.C., Chicago and Los Angeles. These are each staffed by a top professional bureau chief, plus a full complement of writer/reporters, correspondents, cameramen and editors. Roving teams and freelance stringers are also used.

Television News, Inc. actively solicits stories from subscribers. All subscriber-supplied stories that are used will be identified and the station will be compensated according to a schedule of fees.

### **Impartial reporting — coverage on both sides of an issue**

Television News, Inc. will not editorialize. Nobody will speak for the company as anchorman or commentator.

Each story will be reported for its own sake. Controversial issues will be given full and fair treatment, with each side impartially covered and presented by the newsmakers in a form best suited for use in local news programming.

### **Managed by professionals**

The company is managed and staffed by experienced news and broadcasting executives.

**John O. Gilbert**, President, has held a number of executive positions in broadcasting, both radio and television. He is a former general manager of WABC-TV and Vice President of Affiliate Relations for the ABC Television Network. Most recently he was executive vice president of Pacific and Southern Broadcasting Co.

**Richard T. Perkin**, Vice President and Director of Communications, has followed a career in advertising, public relations, media and private investing. He was formerly associated with Burson-Marsteller Associates and his own public relations firm in Boston. Most recently, he served as a vice president of the Economic Development Council of New York City.

**Richard C. Graf**, Vice President and News Director has had a distinguished career in television news. He was with NBC News for over twelve years in various positions which included news director of WNBC-TV and director of the NBC News Program Services, a daily electronic feed of news and sports coverage to 125 affiliates. Prior to joining Television News, Inc., he was managing editor of "The 51st State," the Emmy award-winning news program of WNET, the public television station in New York City.

**Frank C. Beazley, Jr.**, Vice President & Director of Marketing, has held a number of management positions with the national sales organization of CBS Television over the last 17 years. At one time or another, he has been directly involved with sales management positions in major television markets, including New York, Chicago, Los Angeles and San Francisco. Most recently, he was director of sales at WCAU-TV in Philadelphia.

**Robert L. Lanthier**, Vice President of Finance, is a former vice president and chief financial officer of four companies owned by the late Sherman M. Fairchild. Earlier he was controller for a division of Eastern Airlines and prior to that he was with Price Waterhouse for eight years.

**Ray Kupiec**, Director of Production, held a similar position with NBC Nightly News which involved major domestic stories, such as the recent primary and election coverage, plus the Nixon China and Russia trips and the Paris Peace talks. Prior to that he was a senior unit manager for NBC News Europe, based in London.

**Seasoned Bureau Chiefs.** Each news bureau is headed by a top professional broadcast newsman. The Bureau Chief in New York is Pete Simmons; in Los Angeles, Robert J. Craft; in Chicago, Michael P. Keating; in Washington, D.C., Robert E. Frye. A national sports director, Dennis Swanson, is attached to the Chicago bureau.

#### **Strong financing and ownership**

Television News, Inc. has arranged financing which assures stability and continuity of its service.

The company is owned by Robert R. Pauley, Richard T. Perkin, Visnews, Ltd., and by the Adolph

Coors Company of Golden, Colorado, as part of that company's continuing expansion and diversification program.

Visnews itself is jointly owned by Reuters Ltd., the Australian Broadcasting Commission, the British Broadcasting Corporation, the Canadian Broadcasting Corporation and the New Zealand Broadcasting Corporation.

#### **Early startup**

The initial service will be inaugurated on May 14, 1973.

#### **Costs scaled to your rates**

Weekly cost, Monday through Friday, of the Television News, Inc. service is equivalent to the prime time hourly rate (one-time) of the station.

This charge is all-inclusive. There are no additional transmission costs or other fees of any kind for the normal weekly service. Television News, Inc. delivers its service to local toll test in each market.

#### **Board of Directors**

Robert R. Pauley (Founder and Chairman), Vice President  
EF Hutton & Company Inc.

Richard T. Perkin, Vice President, Television News, Inc.  
(Co-founder)

Ronald Waldman, Managing Director, Visnews, Ltd.

Max W. Goodwin, Treasurer, Adolph Coors Company

Everett L. Barnhardt, Vice President, Adolph Coors Company

Joseph Coors, Executive Vice President, Adolph Coors Company

Jack G. Wilson, Assistant to the Chairman,

Coors Porcelain Company

**Counsel:** E. Gayle McGuigan, Esq.

**Broadcast Counsel:** Hall, Dickler & Howley, Esqs.

**Auditors:** Price Waterhouse & Co.

**Investment Banker of Record:** EF Hutton & Company Inc.

**Commercial Bank:** Chemical Bank

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Domestic news bureaus in New York, Chicago, Washington, D.C.  
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